

Vehicle Match Results		
Match Condition	Count	Percent
No match to TotalList	13,385	63.6%
No vehicle on TotalList (restricted states)	5,149	24.5%
Matched by make, model and year	883	4.2%
Matched by make and model	96	0.5%
Matched by make and year	327	1.6%
Matched no TotalList Vehicle	1,218	5.8%
Totals	21,058	100.0%

Householder Age					
Age Group	Test File		TotalList 98.04		Index
	Count	Percent	Count	Percent	
18 to 24 years	195	2.5%	1,442,141	2.2%	114
25 to 34 years	2569	33.5%	9,710,670	15.0%	223
35 to 44 years	2,638	34.4%	16,293,434	25.1%	137
45 to 54 years	1,117	14.6%	14,710,024	22.7%	64
55 to 64 years	602	7.8%	9,285,209	14.3%	55
65 to 74 years	430	5.6%	8,060,973	12.4%	45
75 years or more	122	1.6%	5,286,754	8.2%	19
Totals	7,673	100.0%	64,789,205	100.0%	100

Annual Gross Household Income					
Income Group	Test File		TotalList 98.04		Index
	Count	Percent	Count	Percent	
Less than \$15,000	2,306	30.1%	16,368,242	19.2%	157
\$15,000 to \$19,999	324	4.2%	4,685,169	5.5%	77
\$20,000 to \$29,999	778	10.1%	12,294,333	14.4%	70
\$30,000 to \$39,999	692	9.0%	11,266,428	13.2%	68
\$40,000 to \$49,999	700	9.1%	9,626,144	11.3%	81
\$50,000 to \$74,999	1,250	16.3%	17,101,985	20.0%	81
\$75,000 to \$99,999	806	10.5%	7,378,928	8.6%	121
\$100,000 to \$124,999	441	5.7%	3,008,498	3.5%	163
\$125,000 or more	376	4.9%	3,603,335	4.2%	116
Totals	7,673	100.0%	85,333,062	100.0%	100

Persons in Household		
Persons	Count	Percent
One	4,168	54.3%
Two	1,235	16.1%
Three	950	12.4%
Four	683	8.9%
Five	365	4.8%
Six or more	272	3.5%
Totals	7,673	100.0%

Residence Tenure					
Tenure Type	Test File		TotalList 98.04		Index
	Count	Percent	Count	Percent	
Unknown	3,939	51.3%	31,076,491	36.4%	141
Definite Renter	108	1.4%	2,455,208	2.9%	49
Probable Renter	121	1.6%	2,062,595	2.4%	65
Probable Owner	117	1.5%	2,027,471	2.4%	64
Definite Owner	3,388	44.2%	47,711,297	55.9%	79
Totals	7,673	100.0%	85,333,062	100.0%	100

Length of Residence		
Years	Count	Percent
Less than one year	8	0.1%
One year	753	9.8%
Two years	1042	13.6%
Three years	1,112	14.5%
Four years	1,328	17.3%
Five years	372	4.8%
Six years	310	4.0%
Seven years	249	3.2%
Eight years	245	3.2%
Nine years	160	2.1%
Ten years or more	2,094	27.3%
Totals	7,673	100.0%

Car or Lt. Trucks Ever Bought New		
Purchases	Count	Percent

None	1,767	64.3%
One	547	19.9%
Two	207	7.5%
Three or more	226	8.2%
Totals	2,747	100.0%

Cars Currently Registered		
Registered	Count	Percent
None	1,377	50.1%
One	749	27.3%
Two	397	14.5%
Three or more	224	8.2%
Totals	2,747	100.0%

Lt. Trucks Currently Registered		
Registered	Count	Percent
None	1,626	59.2%
One	666	24.2%
Two	321	11.7%
Three or more	134	4.9%
Totals	2,747	100.0%

Year of Newest Car or Truck		
Registered	Count	Percent
1985 or older	401	14.6%
1986	148	5.4%
1987	161	5.9%
1988	193	7.0%
1989	206	7.5%
1990	110	4.0%
1991	122	4.4%
1992	152	5.5%
1993	183	6.7%
1994	236	8.6%
1995	295	10.7%
1996	256	9.3%
1997	230	8.4%
1998	54	2.0%
Totals	2,747	100.0%

48.8%